Research Presentation 5/29

copy of Andrew's presentation

Winona · test mkt tracking · consumer piece

- awareness
- past 3 mo trial
- past 3 mo usage

> awareness, trial, purchase

- source of volume
- demo of menthol
- equity of Blue carries to Menthol

the who
why
• profiles of triers, purchasers, converters

telephone tracking — consumer level assessment of brand performance

2 waves, 2M per wave (menthol smokers)
random digit / metro NY

RDD random digit dial

quotas 41/59 M/F
- also used as guidelines to keep integrity of sample
- minimum acceptance levels
- also safeguards against tendencies of who is home answering the phone i.e. women, older women

age break quotas
flavor / tar
Kings / 100's

} based on the menthol mkt... nationally
- higher level of projectability to menthol mktplace

Return:
- brand diagnostics - attitudinal stmts, like/dislike, etc.
- barriers to purchase / conversion
- ad awareness + playback - Blue/Green descriptor

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Source: https://www.industrydocuments.ucsf.edu/docs/rrfy0004

add - A/T/purchase qrid
- add PML to list of aided brands that are asked to PNL (non-menthol) contacts

Blue smokers (who are part of PNC) will also be fed through the PML study

→ trying to assess if Blue smokers are aware/tried/purchased of PML

NY - best case
- can help explain dynamics that made it work
  - can help diagnose why maybe didn't work in other cities or why may work in other expansion cities (just w a different base).

timing? still up in the air -

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